What Can I Do With A Major In…

Music Industry?

Compiled by the staff at the SUNY Oneonta Career Development Center

Introduction

Music can be a form of communication, artistic expression, entertainment, and therapy. A music industry major can specialize in performance, theory, composition, recording, management, law or education. Music major graduates today have a wide variety of professional fields open to them.

“Life without music would be a mistake.” - Friedrich Nietzsche

“After silence, that which comes nearest to expressing the inexpressible is music.”
- Aldous Huxley

“I don’t know anything about music. In my line you don’t have to.” – Elvis Presley

“I’ll play if first and tell you what it is later.” – Miles Davis

Functional Skill Set for Music Industry Majors:

Creativity
Imagination
Teamwork
Self-motivation
Entrepreneurship
Good stage presence
Performance techniques
Poise
Ability to read and write music
Self-confidence
Assertiveness
Decisiveness
Computer skills

Interpersonal skills
Ability to keep audience’s interests
Communication skills
Self-discipline
Physical stamina
Ability to use various sound equipment
Singing/Instrumental talents
Perseverance
Basic reading, writing, and editing skills
Versatility
Teaching abilities
Adaptability and flexibility
Career Titles for Music Industry Majors:

- Academic Advisor
- Academic Dean
- Advertising
- Arranger
- Artist/Vocalist
- Artistic Director
- Arts Administrator
- Booking Agent
- Broadcast/Theater Technical Director
- Cabaret Entertainer
- Cantor
- Choral Director
- Church Musician
- Coach/Accompanist
- College/University Administrator
- Composer
- Concert Master/Mistress
- Concert Musician
- Concert Promoter
- Conductor
- Consultant
- Contractor Music Specialty
- Costume Designer
- Disk Jockey
- Entertainment Attorney
- Ethno-Musicologist
- Event Music Consultant
- House/Stage Manager
- Instrument Maker
- Instrument Repairer
- Instrument Tuner/Technician
- Instrumentalist
- Interpreter/Translator
- Light Technician
- Lighting Designer/Director
- Lyricist
- Media Production Specialist
- Multimedia Director
- Music Critic

- Music Journalist
- Music Director/Conductor
- Music Editor
- Music Historian
- Music Librarian
- Music Professor
- Music Publisher
- Music Store Manager
- Music Teacher
- Music Therapist
- Musicologist
- Orchestra conductor
- Orchestra/Opera Company Mgr.
- Orchestrate
- Percussionist
- Performer
- Piano Tuner
- Private Teacher
- Producer
- Program Director
- Promotion Manager
- Publicity Director
- Radio/Television Announcer
- Radio/Television Manager
- Radio/Television Music Director
- Record Engineer /Technician
- Record Producer
- Road Manager
- Sales Manager
- Set/Stage Designer
- Small Business Owner
- Sound Effects Technician
- Sound Technician
- Staff Publicist
- Stage Director
- Stage Technician
- Studio Engineer
- Talent Agent
- Television/Radio Industry
- Theater Manager
- Theater Producer
- Ticket Agent/Clerk
- Tour Coordinator
- Travel/Tourism Occupations
- Video Director
- Video Jockey
- Vocalist/Singer
- Wedding Consultant

Some Organizations that Typically Employ Music Industry Majors:

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<td>Instrument Repair Shops</td>
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<td>Multimedia/Videogame Companies</td>
<td>Private Parties/Events</td>
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<td>Music Publishing Companies</td>
<td>Recording Companies</td>
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<td>Newspapers/Magazines</td>
<td>Resorts</td>
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<td>Public School Systems</td>
<td>TV/Film Studios</td>
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<td>Rehabilitation Centers</td>
<td>Theater</td>
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<td>Theme Parks</td>
<td>Council of the Arts</td>
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<td>Bars</td>
<td>Restaurants</td>
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<tr>
<td>Churches/Synagogues</td>
<td>Museums</td>
</tr>
</tbody>
</table>

Start a Strategic Plan:

General:
Participate in Internships, Field Experience Placements and Day on the Job.
Develop superior musicianship and leadership skills

Therapy:
Take courses in psychology, social work, or education.
Earn a master’s degree in music therapy and seek certification.
Volunteer in a rehabilitation setting.
Must demonstrate a genuine interest in helping people.
Develop computer and research skills.
Gain thorough knowledge of music and musicology.
Earn master’s degree in library/information science.

Management:
Complete an internship at a record company.
Take business courses to work in management or administration.
Journalism, public relations, and communication classes are helpful for work in areas of promotion.
Gain sales experience for marketing. Must interact well with people and develop persuasion tools.
Knowledge of electronics, audio engineering, and recording knowledge required for production.
Work or volunteer at a campus or local radio station.
Join organizations involved with bringing events and entertainment to campus.
Work at a retail record store to learn about the industry.

Teaching:
Acquire a teaching certificate for public school teaching.
Skill on one or more instruments and voice are necessary.
Gain experience working with children through volunteer or part-time work experience.
Graduate degree required. Specialize in an area such as music, music theory, composition, music history, etc.

Performance:
Ambition and showmanship is important.
Join campus bands and choruses, church choirs and other performing acts.
Acquire extensive experience in performing groups, opportunities extremely limited.
Seek competitions, apprenticeship programs, and workshops to gain experience and recognition.
Opportunities are very limited. Most performers have other careers.

Production:
Knowledge of composition, harmony, arranging and theory is important.
Learn how to use electronic instruments and synthesizers.
Develop computer and desktop publishing expertise.
Take classes in communications, broadcasting, or journalism.
Work at on-campus radio station.
Complete an internship at a television or radio station.

Professional Organizations and Associations for Music Industry Majors:

American Choral Director’s Association
502 SW 38th St.
Lawton Ok 73505
www.acdaonline.org

Actors’ Equity Association (AEA)
165 West 46th St., 15th Fl.
New York, NY 10036
http://www.actorsequity.org

Alliance of Motion Picture and Television Producers (AMPTA)
15503 Ventura Blvd.
Encino CA 91436-3140
http://www.amptp.org
(818) 995-3600

American Federation of Labor and Congress of Industrial Organizations (AFL-CIO)
815 16th St., NW
American Federation of Musicians of the United States and Canada (AFM)
1501 Broadway  Ste. 600
New York NY 10036  (212) 869-1330
http://www.afm.org

American Federation of Television and Radio Artists (AFTRA)
260 Madison Ave.
New York NY 10016-2402  (212) 532-0800
and
5757 Wilshire Blvd, 9th Fl
Los Angeles CA 90036-3689  (323) 634-8100
http://www.aftra.com

American Guild of Variety Artists (AGVA)
184 5th Ave, 6th Fl
New York NY 10010  (212) 675-1003

American Mechanical Rights Agency, Inc. (AMRA)
(formerly American Mechanical Rights Association)
1888 Century Park East  Ste. 222
Los Angeles CA 90067  (310) 785-1600
http://www.amermechrights.com

American Society of Composers, Authors and Publishers (ASCAP)
1 Lincoln Plaza
New York NY 10023  (212) 621-6000
http://www.ascap.com

Audio Engineering Society, Inc. (AES)
60 E. 42nd St.  Rm. 2520
New York NY 10165-2520  (212) 661-8528
http://www.aes.org

Broadcast Music Inc. (BMI)
320 W 57th St.
New York NY 10019-3790  (212) 586-2000
http://www.bmi.com

Bureau international des societes gerant les droits d’enregistrement et de reproduction mecanique (BIEM)
14 rue Lincoln
75008 Paris France  331 53 93 67 00
American Women in Radio and Television (AWRT)
The Emma L. Bowen Foundation for Minority Interests in Media
825 Seventh Ave. 2nd Fl
New York NY 10019 (212) 456-1992
http://www.awrt.org

Amusement and Music Operators Association (AMOA)
401 N. Michigan Ave
Chicago IL 60611 (312) 245-1021
http://www.amoa.com

Associated Actors and Artistes of America (4As)
165 W 46th St, Ste. 500
New York NY 10036-2501 (212) 869-0358

Association of Independent Music Publishers (AIMP)
120 E. 56th St, Ste. 1150
New York NY 10022 (212) 758-6157

Copyright Management International (CMI-formerly Copyright Management, Inc.)
1625 Broadway, Ste. 400
Nashville TN 37203 (615) 327-1517

Copyright Society of the USA (CSUSA)
1133 Avenue of the Americas
New York NY 10036 (212) 354-6401
http://www.csusa.org

Country Music Association (CMA)
1 Music Circle S.
Nashville TN 37203 (615) 244-2840
http://www.cmaworld.com

Country Music Foundation (CMF)
4 Music Square, E.
Nashville TN 37203 (615) 256-1639
http://www.countrymusichalloffame.com

Dramatists Guild of America
1501 Broadway Ste. 701
New York NY 10036 (212) 398-9366
http://www.dramaguild.com
Electronic Industries Alliance (EIA-formerly Electronic Industries Association)
2500 Wilson Blvd.
Arlington VA 22201-3834  (703) 907-7500
http://www.eia.org

Foundation Center
79 Fifth Ave, 16th St.
New York NY 10003-3076  (212) 620-4230
http://fdncenter.org

Florida Music Educator’s Association
207 Office Plaza Dr.
Tallahassee FL 32301
www.flmusiced.org

Gospel Music Association (GMA)
1205 Division St.
Nashville TN 37203  (615) 242-0303
http://www.gospelmusic.org

Guitar and Accessories Marketing Association
38-44 W 21st St. Rm. 1106
New York NY 10010-6906  (212) 924-9175

Interactive Digital Software Association (IDSA)
1775 Eye St. NW
Washington DC 20006  (202) 833-4372

International Alliance for Women in Music (IAWM)
Kristine H. Bucks, IAWM Membership Director
Florida International University School of Music
University Park
Miami FL 33199  (305) 348-2219/385-9517

International Association of Assembly Managers (IAAM) (formerly International Association of Auditorium Managers)
4425 W. Airport Fwy., Ste. 590
Irving TX 75062-5835  (972) 255-8020/(800) 935-4226
http://www.iaam.org

International Association of Jazz Educators (IAJE) (formerly National Association of Jazz Educators)
Box 724 2803 Claflin Rd.
Manhattan KS 66505  (785) 776-8744  http://www.iaje.org
International Confederation of Societies of Authors and Composers (CISAC)
11, rue Kepler
75116 Paris, France   (33) 1 53 57 34 00
http://www.cisac.org

International Federation of Musicians (FIM)
Mr. Jean Vincent, Secretary General
21 Bis Rue Victor Masse
75009 Paris, France   (33) 1 45 26 31 23

International Federation of the Phonographic Industry (IFPI)
IFPI Secretariat
54 Regent St
London W1R 5PJ
United Kingdom   (44) 020 7 878 7900
http://www.ifpi.org

International Music Products Association (NAMM) (formerly National Association of Music Merchants)
5790 Armada Dr
Carlsbad CA  92008   (760) 438-8001/800 767-6266
http://www.namm.com

International Rhythm and Blues Association (IRBA)
PO Box 16215
Chicago IL  60616   (312) 326-5270

League of American Theatres and Producers, Inc.
226 W. 47th St.
New York NY  10036   (212) 764-1122

League of Resident Theatres (LORT)
c/o Harry Weintraub, Glick and Weintraub
1501 Broadway  Ste. 2401
New York NY  10036   (212) 944-1501

Motion Picture Association of America (MPAA)
1600 I St. NW
Washington DC  20006   (202) 293-1966
http://www.mpaa.org
Motion Picture Editors Guild  
7715 Sunset Blvd., Ste. 200  
Hollywood CA  90046  (323) 876-4770  
http://www.editorsguild.com

Music and Entertainment Industry Educators Association (MEIEA)  
Dr. Steve Widenhofer, MEIEA Public Relations  
School of Music  
Millikin University  
Decatur IL 62522  (217) 424-6305  
http://www.meiea.org

Music Performance Fund  
1501 Broadway Ste 518  
New York NY  10036-5596  (212) 391-3950  
http://www.musicpf.org

Music Publishers’ Association of the United States (MPA)  
c/o NMPA/HFA  
711 Third Ave  
New York NY  10017

Music Video Production Association (MVPA)  
1553 N. Commonwealth Ave  
Los Angeles CA  90027  (323) 469-9494  
http://www.mvpa.com

Music Distributors Association  
262 W. 38th St.  5th Floor  
New York NY  10018-5815  
assnhdqs@aol.com

Nashville Songwriters Association International (NSAI)  
1710 Roy Acuff Place  
Nashville TN  37203  (800) 321-6008  
http://www.nashvillesongwriters.com

National Academy of Recording Arts & Sciences, Inc. (NARAS)  
3402 Pico Blvd.  
Santa Monica CA  90405  ((310) 392-3777  
http://www.grammy.org
National Academy of Songwriters (NAS)
6255 Sunset Blvd, Ste. 1023
Hollywood CA  90028   (323) 463-7178/(800) 826-7287
http://www.songwritersguild.com

National Academy of Television Arts & Sciences (NATAS)
11 W. 57th St.  Ste. 1050
New York NY  10019   (212) 586-8424
http://www.emmys.org/

National Association for Campus Activities (NACA)
13 Harbison Way
Columbia SC  29212-3401   (803) 732-6222
http://www.naca.org

National Association of Band Instrument Manufacturers (NABIM)
38-44 W. 21st St., Rm. 1106
New York NY  10010-5906   (212) 924-9175

National Association of Broadcast Employees and Technicians-Communications Workers of America (NABET-CWA)
501 3rd St. NW 8th Fl
Washington DC  20001   (202) 434-1254
http://www.nabetcwa.org

National Association of Broadcasters (NAB)
1771 N St. NW
Washington DC  20036   (202) 434-1254
http://nabetcwa.org

National Association of Recording Merchandisers (NARM)
9 Eves Dr. Ste. 120
Marlton NJ 08053   (856) 596-2221

National Conference of Personal Managers (NCOPM)
964 Second Ave.
New York NY  10022   (212) 421 2670

National Endowment for the Arts (NEA)
1100 Pennsylvania Ave. NW
Washington DC  20506   (202) 682-5400
http://www.arts.endow.gov
National Music Council (NMC)
425 Park St.
Upper Montclair NJ  07043   (973) 655-7974
http://www.musiccouncil.org

National Music Publishers’ Association (NMPA)
711 Third Ave
New York NY  10017   (212) 370-5330
http://www.nmpa.org

National Academy of Recording Arts & Sciences, Inc.
3402 Pico Boulevard
Santa Monica CA  90405-2118
www.grammy.com

National Association of Teachers of Singing
6406 Merrill Road   Suite B
Jacksonville FL  32277
www.nats.org

American Federation of Musicians of the U.S. and Canada
1501 Broadway, Suite 600
New York NY  10036
www.afm.org

MENC: The National Association for Music Education
1806 Robert Fulton Dr.
Reston VA  20191
www.menc.org

Music Teachers National Association
441 Vine St.   Suite 505
Cincinnati OH  45202-2814
www.mtna.org

National Association of Music Merchants
5790 Armada Dr.
Carlsbad CA  92008
www.namm.com

Piano Technicians Guild (PTG)
3930 Washington
Kansas City MO  64111-2963   (816) 753-7747
http://www.ptg.org
Producers Guild of America (PGA)
400 S. Beverly Dr. Ste 211
Beverly Hills CA  90212  (310) 557 0807
http://www.producersguild.org

Recording Industry Association of America, Inc. (RIAA)
1330 Connecticut Ave.  NW  Ste. 300
Washington DC  20036  (202) 775-0101
http://www.riaa.com

Recording Musicians Association
817 Vine St
Los Angeles CA  90038-3715  (328) 462-4762
http://www.rmaweb.org

Screen Actors Guild (SAG)
5757 Wilshire Blvd
Los Angeles Ca  90036-3600  (323) 954-1600
http://www.sag.org

SESAC, Inc.
55 Music Square East
Nashville TN  37203   (800) 826-9996
http://www.sesac.com

Society of Composers Inc.
PO Box 296 Old Chelsea Station
New York NY  10113-0296  (212) 989-6764

Society of Motion Picture and Television Engineers, Inc. (SMPTE)
595 W Hartsdale Ave.
White Plains NY  10607  (914) 761-1100
http://www.smpte.org

Society of Professional Audio Recording Services (SPARS) (formerly Society of Professional Audio Recording Studios)
4300 10th Ave. N.
Lake Worth Fl  33461-2313  (561) 641 -6648/ (800) 771-7727
http://www.spars.com

Society of Singers, Inc.
8242 W 3rd St. Ste. 250
Los Angeles CA  90048  (323) 651-1696/(888) 570-1318
http://www.singers.org

Society of Stage Directors and Choreographers (SSDC)
1501 Broadway Ste. 1701
New York NY  10036-5653   (212) 391-1070
http://www.ssdc.org

United Scenic Artists, Local 829
16 W. 61st St
New York NY  10023   (212) 581-0300

The Entertainment Merchant Association
16530 Ventura Blvd. Ste. 400
Encino CA  91436-4551   (818) 385-1500
http://www.vesda.org

Women in Film (WIF)
6464 Sunset Blvd., Ste. 1080
Hollywood CA  90028   (323)463-6040
http://www.wif.org

World Intellectual Property Organization (WIPO)
34, Chemin Des Colombettes, PO Box 18 CH-1211
Geneva 21, Swit, PO Box 18 CH-1211
Geneva 21, Switzerland   (41) 22 338 91 11
http://www.wipo.int

Acoustical Society of America  http://asa.aip.org

American Music Therapy Association   http://www.musictherapy.org

Chorus America-includes job listings and membership details
http://www.chorusamerica.org/


Music Educators National Conference (MENC)   http://www.menc.org

MENC: Early Childhood Special Interest Research Group
http://www.paccd.cc.ca.us/~menc/

Revised 12/1/10
## MUSIC

### What can I do with this major?

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<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td>EDUCATION</td>
<td>K-12 schools, public and private</td>
<td>Acquire teaching certificate for public school teaching. Learn about requirements by state.</td>
</tr>
<tr>
<td>Teaching</td>
<td>Colleges and universities</td>
<td>Earn a graduate degree to teach in higher education.</td>
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<tr>
<td>Research</td>
<td>Conservatories</td>
<td>Specialize in an area such as music theory, composition, music history, etc.</td>
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<td></td>
<td>Daycare centers</td>
<td>Performance skill on one instrument or voice is required.</td>
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<td></td>
<td>Recreation centers</td>
<td>Gain experience working with children through volunteer or part-time work experiences.</td>
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<tr>
<td>Private</td>
<td>Children’s music programs (franchises, local)</td>
<td>Join the National Association for Music Education as a collegiate member.</td>
</tr>
<tr>
<td>Lessons</td>
<td>Studios</td>
<td>Develop business relationships with schools and/or music stores to increase client base.</td>
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<tr>
<td></td>
<td>Self-employed</td>
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</tbody>
</table>

### PERFORMANCE

**Instrumental**
- Orchestras: Philharmonic, symphony, and chamber
- Armed Forces bands and orchestras
- Small ensembles
- Rock or jazz groups
- Dance bands
- Concert soloist
- Clubs and restaurants
- Church choirs
- Community choral groups
- Opera companies
- Musical theaters
- Ballet productions
- Recording industry
- Radio, television, and motion picture industries
- Cruise lines
- Amusement parks

**Vocal**
- Develop musical talent and skill.
- Obtain formal training to acquire necessary skills, knowledge, and ability to interpret music.
- Demonstrate ambition and showmanship.
- Join campus bands and choruses, church choirs, and other performing acts.
- Seek competitions, apprenticeship programs, and workshops to gain experience and recognition.
- Auditions are generally required to join bands or get jobs.
- Be willing to move to a large city with more opportunities such as New York City, Los Angeles, Nashville, Las Vegas, or Chicago.
- Network with people in the industry to learn about potential jobs.
- Opportunities are very limited. Most performers have other careers.
**CONDUCTING**

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<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directing</td>
<td>Orchestras: Philharmonic, symphony, and chamber</td>
<td>Develop superior musicianship and leadership.</td>
</tr>
<tr>
<td>Planning</td>
<td>Armed Forces bands and orchestras</td>
<td>Acquire extensive experience in performing groups.</td>
</tr>
<tr>
<td>Leading</td>
<td>Various bands</td>
<td>Develop advanced sight-reading skills.</td>
</tr>
<tr>
<td>Musician Selection</td>
<td>Choirs</td>
<td>Learn other languages such as French, German, Latin, and Italian.</td>
</tr>
<tr>
<td></td>
<td>Choral groups</td>
<td>Gain acceptance into a conductor-training program or related apprenticeship.</td>
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<tr>
<td></td>
<td>Opera companies</td>
<td>Opportunities are extremely limited.</td>
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<tr>
<td></td>
<td>Musical theater companies</td>
<td></td>
</tr>
</tbody>
</table>

**COMPOSING/ARRANGING**

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<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composing</td>
<td>Self-employed</td>
<td>Knowledge of composition, harmony, arranging, and theory are important.</td>
</tr>
<tr>
<td>Arranging</td>
<td>Record companies</td>
<td>Skill on one or more instruments and voice are necessary. Play an instrument in a professional arena.</td>
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<tr>
<td></td>
<td>Publishers</td>
<td>Become familiar with all types of music productions.</td>
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<td></td>
<td>Muzak</td>
<td>Learn how to use electronic instruments and synthesizers.</td>
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<td></td>
<td>Motion picture and television industries</td>
<td>Develop computer and desktop publishing expertise.</td>
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<tr>
<td></td>
<td>Production companies</td>
<td>Attend music conferences and workshops.</td>
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<tr>
<td></td>
<td>Orchestras: Philharmonic, symphony, and chamber</td>
<td>Seek grants and awards through foundations, e.g. one from the National Endowment of the Arts.</td>
</tr>
<tr>
<td></td>
<td>Opera companies</td>
<td>Very few musicians earn living through composing.</td>
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<td></td>
<td>Musical theater groups</td>
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<td></td>
<td>Ballet troupes</td>
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<td>Broadway</td>
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**MUSIC LIBRARIES**

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<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Colleges and universities</td>
<td>Develop computer and research skills.</td>
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<td></td>
<td>Conservatories</td>
<td>Gain thorough knowledge of music and musicology.</td>
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<td></td>
<td>Public libraries</td>
<td>Earn a master's degree in library/information science.</td>
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<td></td>
<td>Radio and television stations</td>
<td>Work in a campus or public library to gain relevant experience.</td>
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<td></td>
<td>Motion picture studies</td>
<td>Develop good organizational and technology skills.</td>
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<td></td>
<td></td>
<td>Learn to understand foreign languages, particularly Italian, Latin, German, and French.</td>
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<td></td>
<td></td>
<td>Join the Music Library Association.</td>
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<tr>
<td>AREAS</td>
<td>EMPLOYERS</td>
<td>STRATEGIES</td>
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<tr>
<td><strong>COMMUNICATIONS (BROADCASTING)</strong></td>
<td>Radio and television stations Virtual reality sound environments e.g. Internet sites, software creators</td>
<td>Take classes in communications, broadcasting, or journalism. Work at on-campus radio station. Complete an internship at a television or radio station. Develop computer-related skills such as software development and programming.</td>
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<tr>
<td>Music and Program Direction</td>
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<tr>
<td>On Air Performance</td>
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<td>Promotion</td>
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<td>Voice Overs</td>
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<tr>
<td>Copyright/Clearance Administration</td>
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<td>Music License Administration</td>
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<tr>
<td>Music Editing, Production, and Composing</td>
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<tr>
<td>Sound Mixing</td>
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<td>Post Production</td>
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<tr>
<td>Research</td>
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<tr>
<td><strong>MUSIC THERAPY</strong></td>
<td>Hospitals: general and psychiatric Special education facilities Mental health centers Nursing homes and senior centers Rehabilitation centers Correctional facilities Private practice Outpatient clinics Schools</td>
<td>Take courses in psychology, social work, or education. Earn a master’s degree in music therapy and seek certification. Volunteer in a rehabilitation setting. Demonstrate a genuine interest in helping people. Learn to work well with all types of people. Develop a broad array of musical talents.</td>
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<tr>
<td><strong>BEHIND THE SCENES</strong></td>
<td>Local bands Regional bands Production companies Theater groups Orchestras Armed Forces Radio, television, and motion picture industries</td>
<td>Shadow an individual who is in the music industry in an area of interest. Volunteer in community, school, or church productions. Gain expertise in the areas of musical and technical knowledge, sound board, and sound equipment. Take courses in areas such as broadcasting, engineering, or computer science to learn technical skills. Complete an internship with a recording company or other relevant organization. Research seminars, workshops, and professional associations that could provide useful information or contacts. Check trade journals and association bulletins for possible employment.</td>
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<td>Audio Technician</td>
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<td>Boom Operator</td>
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<td>General Director</td>
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<td>Music Video Producer</td>
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<td>Recording Engineer</td>
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<td>Set Up</td>
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<td>Recorder</td>
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<td>Rerecording Mixer</td>
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<td>Sound Engineer</td>
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<td>Sound Technician</td>
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<td>Sound/Production Mixer</td>
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<td>Stage Manager</td>
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### Areas

<table>
<thead>
<tr>
<th>Music Industry/Business</th>
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<tbody>
<tr>
<td>Publishing and Editing</td>
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<tr>
<td>Producing</td>
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<td>Recording</td>
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<td>Engineering</td>
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<td>Manufacturing</td>
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<tr>
<td>Talent Acquisition</td>
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<td>Artist/Talent Representation</td>
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<td>Promotion/Media Relations</td>
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<td>Publicity</td>
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<td>Administration</td>
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<td>Marketing</td>
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<td>Booking</td>
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<td>Product Management</td>
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<td>Business Management</td>
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<td>Retail Sales</td>
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<thead>
<tr>
<th>Music-related publications</th>
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<tr>
<td>Music-related publications</td>
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<tr>
<td>Magazines and newspapers</td>
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<tr>
<td>Entertainment or music focused Internet sites</td>
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<tr>
<td>Entertainment law firms</td>
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<tr>
<td>Production companies</td>
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</tbody>
</table>

### Employers

| Production recording studios (most located in New York City, Los Angeles, and Nashville) |
| Music management groups |
| Agencies |
| Music and record stores |
| Instrument manufacturers |

### Strategies

**Music Industry/Business**
- Complete an internship at a record company.
- Take business courses to work in management or administration.
- Journalism, public relations, and communication classes are helpful for work in areas of promotion.
- Gain sales experience for marketing. Learn to interact well with people and develop persuasion tools.
- Knowledge of electronics, audio engineering, and recording knowledge required for production.
- Work or volunteer at a campus or local radio station.
- Join organizations involved with bringing events and entertainment to campus.
- Work at a retail record store to learn about the industry.
- Volunteer to help promote a local or campus band with their promotions and bookings.
- Gain a broad knowledge of music and the industry.
- Build a strong network of contacts.
- Develop skills such as negotiation, assertiveness, the ability to recognize talent, and working under pressure.

### Miscellaneous

**Music Journalism**
- Take courses in journalism and English.
- Write articles for campus newspaper.

**Law**
- Prepare for law school and earn a law degree (J.D.).
- For music analysis:
  - Develop the ability to read and transcribe well.
  - Gain knowledge with use of high tech digital computers to analyze music.
  - Move to a larger city where more opportunities exist.
GENERAL INFORMATION

- Majoring in music provides students with a sense of aesthetics and an understanding of human expression valuable to many employers.
- Develop competencies in business management, computers, marketing, or other areas to broaden range of employment possibilities.
- Finding positions in the music industry requires a combination of talent, training, connections and some luck. Perseverance is required!
- Develop a variety of skills. Become "multitalented."
- As an undergraduate, gain as much experience as possible, paid or unpaid, through college and local organizations. Seek internships or volunteer positions with relevant organizations.
- Confidence, personality, a positive attitude, and a love of music are important to success in many arenas of music. Learn basic tools of self-promotion.
- Some jobs may require you to join unions or guilds. Research the industry to learn which ones are appropriate.
- Performers often travel frequently and must be flexible regarding their work schedules.
- Move to a larger city such as Los Angeles, New York, Nashville, or Chicago to find more job opportunities.